

Ad Deadlines

This calendar represents advertising deadline dates for *Appraiser Focus magazine*.

ISSUE	COMMITMENT DATE	ARTWORK DUE
2017		
FEBRUARY 2017	JANUARY 2	JANUARY 11
MAY 2017	APRIL 3	APRIL 10
AUGUST 2017	JULY 3	JULY 11
NOVEMBER 2017	OCTOBER 2	OCTOBER 11

Specs

→ Live area on all bleed ads should be at least ½ in (13mm) from the trim edge.

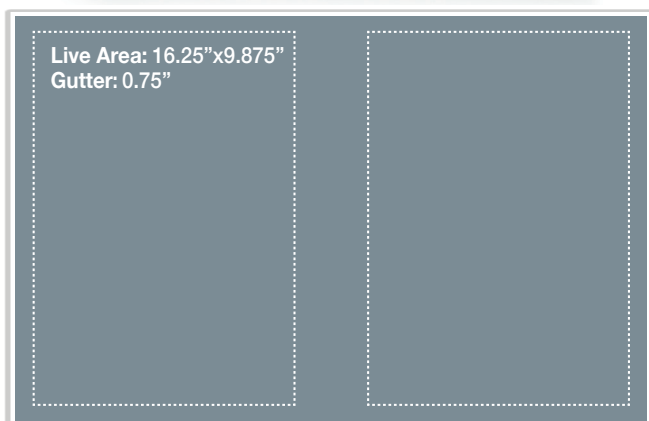
→ Images submitted in RGB color will be converted to CMYK. There is no CMYK equivalent for many RGB colors.

→ File name must include advertiser company and the month the ad is running.

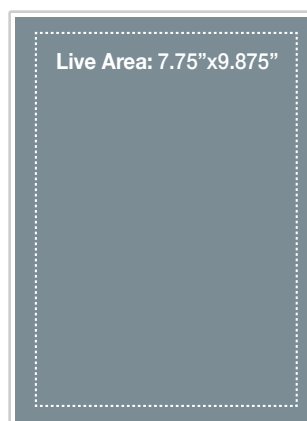
MATCHES WILL BE AS CLOSE AS POSSIBLE.

→ For best print quality, digital images used in the PDF file should have a resolution of 300dpi or higher and all fonts should be embedded.

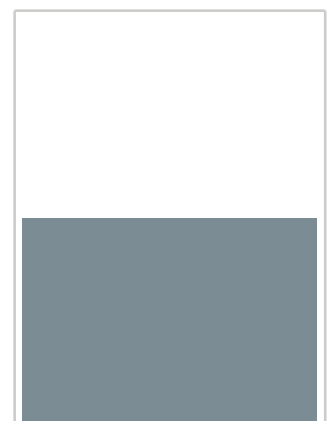
→ We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications.



Spread with Bleed
17.25"x11.125"



Full Page with Bleed
8.75"x11.125"



1/2 Page Horizontal
7.25"x4.5"

Final Trim Size 8.5"x10.875" Bleed 0.125" on all sides

* Cancellation of previously contracted ads must be made in writing no less than 15 business days prior to the published space close date. All cancellations will be subjected to a fee of 30% of the remaining contracted issues not fulfilled.

* If you are running an extended contract and fail to meet the meet material deadline, AF will use your most recent artwork.

FOR MORE INFORMATION PLEASE CONTACT:

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